



## **Business Project „Alte Music Innsbruck / Early Music Innsbruck“**

- **Project Client**  
Innsbruck Tourism Board
- **Project Duration**  
2 semester
- **Project Goal**  
Organisation eines Events
- **What was the main focus of your project?**  
Create awareness for Early Music  
Connect the Old Town in Innsbruck with Early Music
- **What did the team members like the most? What did they enjoy the most?**  
since we have not executed the project at this point, a more detailed answer will follow in the next semester  
creating and organizing an event
- **Which personal interests or requirements should someone bring along for this project?**  
event planning  
communication skills  
appreciation of music
- **What did you learn?**  
situations can change easily  
it is important to be flexible and work date to date
- **What was the biggest challenge?**  
uncertainty with covid-19 if events are happening  
location scouting was not possible  
new construction project in Old Town of Innsbruck was planned in the meantime  
communication with and reliance on Innsbruck tourism board